



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 195705

**Schedule Dates** 09/13/12-09/17/12  
**Advertiser** Obama for America/D (9323)  
**Agency/T-Code** Greer Margolis & Mitchell (GMMB) (2116)/ELECTR  
**Product** Political-Political (1088)  
**Brand** Est. 1768 OFA Add to Sked A 9-13-9-17 (71593)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/9/13 to 9/17/1768-add to A  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Calendar  
**Comments** Add to Sked A

**Date Entered** 09/12/12  
**Last Modified** 09/14/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$12,690.00  
**Net Total** \$71,910.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Calendar Month**  

Month	Spots	Rate
Sep. 2012	57	\$84,600.00
<b>Grand Total:</b>	<b>57</b>	<b>\$84,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	8P- ABC 7 CINEMA SHOWCASE					2				2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/12/12
2.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	9:57P- ABC-SCANDAL					1				1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/12/12
3.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	7:57P- ABC-SHARK TANK						1				\$1,500.00		WJLA Arlington (WJLA)	No Avail/Exception -	9/12/12
3.0.1	Closed Preempt	09/14/12															WJLA Arlington (WJLA)		
4.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	7:57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							3		2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		9/12/12
4.0.1	Closed Preempt	09/15/12															WJLA Arlington (WJLA)	No Avail/Exception -	
5.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	9:57P- ABC-SCANDAL					1				1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/12/12
6.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	9A- LIVE!					1	1			2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
7.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	10A- RACHAEL RAY					1	1			2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		9/12/12
8.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	10:58A- ABC-THE VIEW					1	1			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/12/12
9.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON					1	1			2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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Comments:



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Advertiser	Obama for America/D (9323)	Last Modified	09/14/12
Agency/T-Code	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Est 1768 OFA Add to Sked A 9-13-9-17 (71593)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Nagelberg, Dan	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	OFA/9/13 to 9/17/1768-add to A	Commission	\$12,690.00
Account Types	Local/Political Candidate Agency	Net Total	\$71,910.00
Billing Type	Calendar	Sales Tax	
Comments	Add to Sked A		

WJLA Arlington (WJLA)			
By Calendar Month	Spots	Rate	
Sep. 2012	57	\$84,600.00	
Grand Total:	57	\$84,600.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)						1	1		2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		9/12/12
11.0	Normal Line / SPOT	09/13/12-09/14/12	4	:30	12:57P- ABC-THE CHEW						1	1		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/12/12
12.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	3:01P- ANDERSON COOPER SHOW						1	1		2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		9/12/12
13.0	Normal Line / SPOT	09/13/12-09/14/12	4	:30	3:58P- ABC-KATIE COURIC						1	1		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
14.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA						1	2		3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/12/12
15.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P						1	1		2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/12/12
16.0	Normal Line / SPOT	09/13/12-09/14/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P						1	1		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/12/12
17.0	Normal Line / SPOT	09/13/12-09/14/12	3	:30	6:58P- WHEEL OF FORTUNE						1	1		2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/12/12
18.0	Normal Line / SPOT	09/13/12-09/13/12	3	:30	7:27P- JEOPARDY						1			1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/12/12
19.0	Normal Line / SPOT	09/14/12-09/14/12	3	:30	7:27P- JEOPARDY							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/12/12
20.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							1			\$1,400.00		WJLA Arlington (WJLA)		9/12/12

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<b>Advertiser</b>	Obama for America/D (9323)	<b>Last Modified</b>	09/14/12
<b>Agency/T-Code</b>	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political-Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Est 1768 OFA Add to Sked A-9-13-9-17 (71593)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Nagelberg, Dan	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	OFA/9/13 to 9/17/1768-add to A	<b>Commission</b>	\$12,690.00
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$71,910.00
<b>Billing Type</b>	Calendar	<b>Sales Tax</b>	
<b>Comments</b>	Add to Sked A		

<b>WJLA Arlington (WJLA)</b>	<b>Spots</b>	<b>Rate</b>
By Calendar Month	57	\$84,600.00
Sep. 2012	57	\$84,600.00
<b>Grand Total:</b>	<b>57</b>	<b>\$84,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
20.0.1	Closed Preempt	09/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
21.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P					1					\$1,400.00		WJLA Arlington (WJLA)		9/12/12
21.0.1	Closed Preempt	09/13/12															WJLA Arlington (WJLA)	No Avail/Exception -	
22.0	Normal Line / SPOT	09/13/12-09/13/12	2	:30	11:35P- ABC-ABC NIGHTLINE					1				1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/12/12
23.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	11:35P- ABC-ABC NIGHTLINE							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/12/12
24.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/12/12
24.0.1	Closed Preempt	09/16/12															WJLA Arlington (WJLA)	Internal Adjustment/Exception -	
25.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	9A- LIVE!									1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/12/12
26.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	10A- RACHAEL RAY									1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/12/12
27.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	10:58A- ABC-THE VIEW									1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
28.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON									1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/12/12

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29.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1	1							1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/12/12
30.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	12:57P- ABC-THE CHEW	1	1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/12/12
31.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	3:01P- ANDERSON COOPER SHOW	1	1							1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/12/12
32.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	3:58P- ABC-KATIE COURIC @ 5P	1	1							1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/12/12
33.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1							1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
34.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	2								2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/12/12
35.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/12/12
36.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
36.0.1	Preempt	09/17/12															WJLA Arlington (WJLA)	Political/Spot -	
37.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/12/12
38.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/12/12

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<b>Product</b>	Political-Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Est 1768 OFA Add to Sked A 9-13-9-17 (71593)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Nagelberg, Dan	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	OFA/9/13 to 9/17/1768-add to A	<b>Commission</b>	\$12,690.00
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$71,910.00
<b>Billing Type</b>	Calendar	<b>Sales Tax</b>	
<b>Comments</b>	Add to Sked A		

WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Sep. 2012	57	\$84,600.00
<b>Grand Total:</b>	<b>57</b>	<b>\$84,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
39.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	7:27P- JEOPARDY	1								1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/12/12
40.0	Normal Line / COLLEGE FOOTBALL	09/15/12-09/15/12	3	:30	11:58A- SPORTS-ABC COLLEGE FOOTBALL DOUBLEHEADER							4		4	\$2,800.00	\$11,200.00	WJLA Arlington (WJLA)		9/13/12
41.0	M/G For 24.0.1 / SPOT	09/16/12-09/16/12	4	:30	5:58P- 6:30P (EST)							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/13/12
42.0	Normal Line / COLLEGE FOOTBALL	09/15/12-09/15/12	3	:30	3:30P- 7P (EST)							2		2	\$4,100.00	\$8,200.00	WJLA Arlington (WJLA)		9/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# New Order

**Media:** TV  
**Client:** Obama for America  
**Product:** Candidate Orders  
**Estimate:** 1768  
**Description:** OFA Add to Sked A 9.13-9.17  
**Version:** 1  
**Comments:**  
**Market:** Washington, DC  
**Demo:** Adults 35+  
**Separation:** 30  
**Flight Start:** 9/13/12  
**Flight End:** 9/17/12  
**Survey:**  
**Vendor:** WJLA-TV  
**Billing To:** GMMB  
 1010 Wisconsin Avenue, NW, #800  
 Washington, DC 20007  
**AE:** Susan Petro  
**Phone:** 202-572-2852  
**Fax:** 202-338-2334

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	9/13	Total Spots	Adults 35+ RTG	CPP
1	ThF.MTuW 9:00A-10:00A (LIVE WITH KELLY)	DT	\$350.00 C	30	3 ✓✓✓ 1050 + 1050	3		
2	ThF.MTuW 10:00A-11:00A (RACHEL RAY)	DT	\$300.00 C	30	3 ✓✓✓ 600 + 900	3		
3	ThF.MTuW 11:00A-12:00P (THE VIEW)	DT	\$700.00 C	30	3 ✓✓✓ 1400 - 2,100	3		
4	ThF.MTuW 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$600.00 C	30	3 ✓✓✓ 1200 + 1800	3		
5	ThF.MTuW 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE)	DT	\$400.00 C	30	3 ✓✓✓ 600 + 600	3		
6	ThF.MTuW 1:00P-2:00P (THE CHEW)	DT	\$500.00 C	30	3 ✓✓✓ 1500	3		
7	ThF.MTuW 3:00P-4:00P (ANDERSON)	EF	\$400.00 C	30	3 ✓✓✓ 600 + 600	3		
8	ThF.MTuW 4:00P-5:00P (KATIE)	EF	\$800.00 C	30	3 ✓✓✓ 1000 + 2000	3		
9	ThF.MTuW 7:00A-9:00A (GMA 7A-9A)	EM	\$600.00 C	30	5 ✓✓✓ 1000 + 2000	5		
10	ThF.MTuW 5:00P-6:00P (NEWS 7 @ 5)	EN	\$900.00 C	30	3 ✓✓✓ 1400 + 1500	3		
11	ThF.MTuW 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,200.00 C	30	3 ✓✓✓ 1400 + 1500	3		
12	Su 6:00P-6:30P (WORLD NEWS)	EN	\$600.00 C	30	1 ✓✓✓ 1500	1		
13	ThF.MTuW 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$1,400.00 C	30	3 ✓✓✓ 1600 + 1500	3		
14	ThF.MTuW 11:35P-12:05A (NIGHTLINE)	LN	\$500.00 C	30	3 ✓✓✓ 1600 + 1500	3		
15	ThF.MTuW 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,000.00 C	30	3 ✓✓✓ 2000 + 2000	3		
16	ThF.MTuW 7:30P-8:00P (JEOPARDY)	PA	\$2,000.00 C	30	3 ✓✓✓ 2000 ON Rate Card 3000 + 3000	3		
17	Th 8:00P-9:00P (ABC CINEMA)	PT	\$500.00 C	30	1 ✓✓✓ 1500	1		

